



2015 FACT SHEET FIELD OF STUDY: EVENT MANAGEMENT
FACULTY OF LEISURE AND HOSPITALITY
JIET Conference, Exhibition and Event Management Certificate

DESCRIPTION

The Conference, Exhibition and Event Management Programme is a comprehensive programme addressing all critical issues in the design, development, implementation and coordination of big and small functions to prepare learners for all aspects of this dynamic and exciting industry.

CAREER FIELDS

With this programme, successful learners could pursue a career as a/an:

- *Conference Planner*
- *Exhibition Planner*
- *Event Planner*
- *Wedding Planner*

PROGRAMME OUTLINE

Conference Management

- Differentiation between various types of conferences.
- Forecasting of costs involved in organising a conference.

Event Management

- Planning of events, taking into consideration systematic and integrated planning processes, impact and critical success factors.

Exhibition Management

- Understanding the different types of exhibitions and their advantages and disadvantages.
- The role of market research in planning an exhibition and assessing viability.

Marketing

- Marketing concepts.
- New product development and product life cycle.
- Product classification and product positioning.

Entrepreneurship

- Entrepreneurship is defined and discussed in terms of inter-relatedness with other aspects of business management.
- Entrepreneur traits are identified.
- Finances and sources of finance are investigated and a business plan is developed.

Risk Management and Legislation

- Risk management and various aspects of risk.
- A stakeholder analysis, action plan and development of a risk treatment schedule. Loping his/her personal skills.

Tourism

- Major tourism routes in South Africa.
- Safety and security of tourists.

Computer Skills

- Microsoft Word, Excel and Powerpoint, Internet and email.

Wedding Planning

- Introduction to wedding planning.
- The legal side of marriage.
- The wedding budget, ceremony and traditions.
- The essential requirements to host a wedding.
- Planning checklists.

First Aid (External module)

- Know basic first aid concepts.
- Treat and report injuries or medical emergencies.

Wine Theory (External module)

- Have basic knowledge of wine and serving of wine.

Fundamentals (Refer to CAT on page 2)

- English 1st language.
- South African 2nd language (or alternative prescribed electives from the same programme for foreign language learners less than 5 years in South Africa).
- Mathematical literacy.

Workplace Learning

This programme includes a compulsory Workplace Learning component. Workplace Learning provides important opportunities for professional and personal growth. It addresses specific competencies identified for the acquisition of the programme, which relates to the development of skills that will make the learner employable and will assist in developing his/her personal skills.

